10 Hacks to Motivate and Keep Great Employees

Jimmy Edwards, Marshall Music Co.
How on Earth do I find the time?!
QUICK MEETINGS

(It might be the best meeting you have all day)

- Get on the same page
- Something operational
- Something innovative
- What are YOU doing
- Increase accountability
Whiteboards Work!

✓ MORE ATTACHED TO IDEAS/GOALS WE CAN SEE

✓ CREATE SENSE OF ACCOMPLISHMENT

✓ HAVE SOME FUN WITH IT!

Pizza Today!!
BE VISIBLE!

✓ Participate
✓ Get your hands dirty
✓ Minimize time in “your office”
Talk Business

• Speak to your staff about other areas of the business
• DO NOT assume that it's over their heads
• Share the good and the bad
• Ideas might come from unlikely sources
• Employees are questioning your reasons already
• We keep changing? Why?
• Make sure there is understanding
• Ask for input!
Learn the Duties

➢ You should have more than a basic understanding

➢ Ask questions. Honest ones

➢ Small tasks to you might be large to others
Encourage Learning

1. Stress the importance of training and how you want to help
2. Find out what people want to learn
3. Your employees want a new position? They want YOUR job?

Great!
Clear Communication About Performance

- Don’t dance around the issue
- Look people in the eye
- Don’t say “I don’t think ...”
- One more sentence

- Are you leaving each day feeling good?
- How do we get there?
GET PEOPLE OUT OF THE BUILDING

- Remember the first time you did. It felt good, right?
- Let people see the bigger picture
- Community Events, seminars
- Take people to NAMM!!!!!!!
Give Rewards

➢ Most effective form of appreciation, for some
➢ Buy lunch. GIVE lunch. Don’t drop it off
➢ Give and you shall receive
➢ Make it the next dollar you spend (after NAMM?)
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